



ITALY-U.S.
AEROSPACE BUSINESS
NETWORKING FORUM
February 28 – March 6, 2010



Registration deadline: February 5, 2010

Lodging, meals, and other in-country expenses will be paid for by the Italian sponsor.

U.S. aerospace manufacturers, especially small and medium size companies, are invited to participate in a business networking opportunity with Italian aerospace manufacturers. Aerospace research centers, including those associated with academic institutions, also may be invited. This event will be centered in the *Regione Puglia*, a major center of aerospace activity in Southeastern Italy. A limit of 15 U.S. participants will be accepted on a “first come, first served” basis.

The heart of this event will be one-on-one meetings between U.S. and Italian companies aimed at establishing new and strengthened business ties through activities such as joint ventures, representation agreements, and direct sales of components. Other activities include visits to Italian aerospace manufacturing sites and social activities, such as receptions. Major financial support is generously being provided by the *Puglia* regional government, which will make final decisions on U.S. participants.

Market overview

Italy is a promising market for U.S. aerospace suppliers.

- 6th largest market economy in the world
- 14th largest U.S. aerospace export market
- During the next decade, aerospace systems will dominate Italy’s defense acquisition budget, with increased reliance on modifying civil platforms for military applications
- 41% decline over last decade in \$/€ exchange rate substantially lowers cost of U.S. goods to Italian buyers
- Established record of strong, bilateral aerospace business relationships
 - Italy is second largest foreign partner on the U.S. Joint Strike Fighter
 - Italian manufacturers have a leading role in major programs, including the Boeing 787 jetliner, C27-J military transport, Bell/Agusta 609 Tiltrotor
- Market observers predict increasing demand for general aviation and business aircraft, unmanned vehicles, propulsion systems, and avionics.

Regione Puglia (in English, the “Apulia Region”) is one of 20 “regions” in Italy, an administrative level immediately below that of the Italian Republic. Comprising six provinces with a population of about four million people, it encompasses the “heel” of the Italian peninsula boot and the Southeastern coast immediately north of the heel.

There are four major aerospace manufacturers with a presence in *Puglia*, three of which are associated with the Finmeccanica conglomerate: AgustaWestland, Alenia Aeronautica, and Eltag Datamat. The fourth major manufacturer is Avio. According to the *Distretto Aerospaziale Pugliese* (the Apulian Aerospace District), the total number of companies in *Puglia* related to the aerospace industry appears to be over a hundred, with an annual turnover of €800 million (\$1.18 billion), employing 4,500 workers.

Schedule of activities

Sunday, Feb. 28	U.S. delegates depart United States en route to Rome
Monday, Mar. 1	Arrive Rome, transfer to Lecce
Tuesday, Mar. 2	Morning: presentation by the <i>Puglia</i> Region on the local aerospace sector Afternoon: bus trip to <i>Grottaglie</i> for visit to Alenia plant where the horizontal stabilizer and fuselage sections of the Boeing 787 “Dreamliner” are produced.
Wednesday, Mar. 3	30 minute bus ride to the <i>Cittadella della Ricerca</i> (“Research Citadel”) for full day of one-on-one meetings between U.S. and Italian companies to discuss activities such as joint ventures, representation agreements, and direct sales of components. Return to Lecce in late afternoon.
Thursday, Mar. 4	Visits to local aerospace manufacturing plants such Avio and AgustaWestland. If necessary, additional one-on-one business meetings could be arranged if there was insufficient time to do so the previous day.
Friday, Mar. 5	Currently no activities planned. Possible return to the United States, through Rome. If activities arise, then U.S. delegates would return to the United States on Saturday, March 6. (A decision on this will be made in ample time to allow U.S. participants to arrange in advance their air travel.)

Logistics

U.S. citizens are required to have a current passport for travel to Italy. It should be valid for at least three months beyond the period of stay. U.S. citizens are not required to have a visa for entry into Italy for up to 90 days for tourist or business purposes.

There is no registration fee for this event. The *Puglia* regional government has generously offered to provide funding that will cover all in-country expenses for U.S. delegates including lodging, all meals, ground transportation and interpreters.

U.S. delegates are responsible for arranging and paying for their travel to and from Italy. They should plan on arriving in and departing Italy from Rome. The *Puglia* government has

arranged for a travel agency to provide ground transportation between Rome and Lecce, where U.S. participants will have lodging.

In early to mid-February, we will provide information to U.S. participants regarding the Italian aerospace companies interested in meeting the U.S. delegation. We will ask U.S. participants to indicate their interest in having one-on-one meetings with particular Italian companies.

For more information, or to apply to register, contact:

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EVENT SPONSOR

Regione Puglia



In collaboration with:

U.S. Department of Commerce, International Trade Administration

and the support of:

Distretto Aerospaziale Pugliese (the Apulian Aerospace District)

and

the Brindisi Industrialists' Association.